

Recruiting and Supporting Volunteers

Without volunteers grassroots cricket could not function effectively and efficiently. A well run club is more likely to be a welcoming and safe club, and volunteers are crucial to this. The ECB Volunteer Team provide cricket clubs with help and support to recruit and manage their volunteers. For more information on all the programmes and resources highlighted in this document please visit the ECB website at: <http://www.ecb.co.uk/development/volunteering/>

Finding Volunteers – The ‘Be Involved’ Programme

Be Involved has been designed to target current members from the club who may not currently be volunteers. These are often the easiest people to persuade to take on volunteer roles as they are interested in seeing the club grow; they are often just waiting to be asked.

Be Involved focuses on 4 key groups: **Young People, Captains and Players, Parents and Senior or Retired Members.** Each of the groups has its own resources which will help you market opportunities and recruit more volunteers. Think about what roles your club needs and which of these groups would be best to target for each specific role.

Advertising Roles

Whether you are looking internally or externally to recruit volunteers before you begin there are a number of questions which you will need to consider in order to run an effective recruitment campaign.

What will they do?

Do be clear about the role or project which you want the potential volunteer to carry out and the contribution they will make to your club. Also outline the time they will need to commit each week and if you will pay any expenses.

Who will manage and supervise them?

It is important that any prospective volunteer is clear about who will help manage and supervise them during their role, and who they can turn to if they have any particular questions, or concerns. This will be particularly important for you to consider if you are looking to recruit volunteers from outside your club.

Will they need Vetting?

Follow the ‘ECB Guidance on Roles in Cricket that require a Vetting check’ and ensure the individual is aware of this.

Selection Process

It is easy to ignore how important the selection of volunteers is. Often we will simply offer the role to the first person who shows any interest regardless of their suitability to the role. You may want to consider (depending on the role) whether you would like prospective volunteers to formally apply and be interviewed for roles, have set questions which you would like to ask, or maybe take a less formal process – but try and ensure that no matter what selection process you choose, the volunteer has the skills and experience they need.

Keeping Your Volunteers Happy - communication is the key!

Nothing frustrates a volunteer more than not being kept up to date or 'in the loop' – and it is very important that your volunteers feel they are a valued and essential part of the club. Keeping them up to date with everything that is happening during the season as well as plans for the next season is crucial. To help improve how you communicate and manage your volunteers some of the things you should consider are:

- **Holding volunteer briefings at the beginning and end of the season.** Be open and honest with your volunteers and ask how they feel and what they would like to see improved or changed. Make sure they meet the Club Welfare officer so they know who to go to if they have any concerns of a safeguarding nature.
- **Making sure volunteers have a list of key contacts** – so that it is easy for people to keep in touch and pass on messages
- **Highlight the commitment of volunteers at your club** – through your club newsletter, facebook or twitter page highlight and outline the fantastic work that is carried out by volunteers at your club. Especially to the players!
- **Celebrate success** – we shout when our players do well we should do the same for volunteers! So whether it is quietly saying thank you to a volunteer or nominating somebody for an award it is important for the motivation of volunteers that they feel club members genuinely appreciate their contribution.

- **Review** - All volunteers, however dedicated to your club, will need help with their motivation. Motivation will be gained in a number of ways and you need to consider why each individual is volunteering in order to cater for their needs and interests. At the end of the season it is worth sitting down with each of your volunteers and asking some simple questions such as:-

1. Do they enjoy their role?
2. Are they happy to continue to do this role next season?
3. Would they like to do a different role at the club in the future?
4. Is there any training which they think they need?
5. Are there any issues or problems which they would like to discuss?

County Cricket Boards – Each County Cricket Board has people in place to support volunteers. They have a great knowledge of key local programmes and support which will be available to help you recruit and manage volunteers. If you have any questions or need any help with recruiting volunteers please get in touch with your relevant County Cricket Board Officer.